



## GENERAL INFORMATION CITY OF FRISCO, TEXAS

### COMPETITIVE SEALED PROPOSAL NO. 1108-062 **TOURISM ECONOMIC IMPACT AND TOURISM PRODUCT DEVELOPMENT RECOMMENDATIONS**

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DOCUMENTS ARE DUE TO THE OFFICE OF THE DIRECTOR OF  
ADMINISTRATIVE SERVICES PRIOR TO:

***August 30, 2011 @ 2:00PM CST***

***NO LATE PROPOSALS WILL BE ACCEPTED***

**ORIGINAL AND TWO COPIES REQUIRED, PLUS ON A CD OR  
FLASH DRIVE**  
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**DOCUMENTS  
MAY BE DELIVERED OR  
MAILED TO:**  
CITY OF FRISCO  
TOM JOHNSTON, DIRECTOR  
OF ADMINISTRATIVE  
SERVICES  
6101 Frisco Square Blvd.  
FRISCO, TX 75034

**Deadline for Submittal of  
Questions**  
  
AUGUST 22, 2011 5:00 PM CST  
VIA EMAIL TO  
[PURCHASING@FRISCOTEXAS.GOV](mailto:PURCHASING@FRISCOTEXAS.GOV)

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FOR ADDITIONAL INFORMATION CONCERNING THIS PROPOSAL PLEASE CONTACT:

Tom Johnston C.P.M., CPPO  
Director of Administrative Services  
[tjohnston@friscotexas.gov](mailto:tjohnston@friscotexas.gov)  
972 292 5540

Daniel Ford, CPPB  
Buyer  
[dford@friscotexas.gov](mailto:dford@friscotexas.gov)  
972 292 5542



**CITY OF FRISCO**  
**COMPETITIVE SEALED PROPOSAL NUMBER**  
**1108-062**

**RFP for Tourism Economic Impact and Tourism Product  
Development Recommendations**

**BIDDER MUST SUBMIT ORIGINAL PROPOSAL AND TWO COPIES, PLUS A CD OR FLASH DRIVE, TO FACILITATE EVALUATION. IF COPIES AND A CD OR FLASH DRIVE ARE NOT SUBMITTED WITH THE ORIGINAL, YOUR PROPOSAL MAY BE CONSIDERED AS "NON-RESPONSIVE TO SPECIFICATIONS" AND MAY NOT BE CONSIDERED FOR FURTHER EVALUATION.**

The City of Frisco (the "City") is accepting Competitive Sealed Proposals for **Tourism Economic Impact and Tourism Product Development Recommendations**.

It is the policy of the City to involve small businesses and qualified minority/woman owned businesses to the greatest extent possible in the procurement of goods, equipment, services, and construction projects.

**Proposals must be received by August 30, 2011 at 2:00 PM CST BY THE DIRECTOR OF ADMINISTRATIVE SERVICES' OFFICE. NO PROPOSAL WILL BE ACCEPTED AFTER THAT DATE AND TIME. ALL PROPOSALS RECEIVED AFTER THIS DATE AND TIME WILL BE CONSIDERED UNRESPONSIVE. DEADLINE FOR QUESTIONS IS AUGUST 22, 2011, 5:00 PM CST. ALL QUESTIONS SHOULD BE EMAILED TO PURCHASING@FRISCOTEXAS.GOV.**

**Proposals will be publicly opened and names of those who submitted will be read at the Frisco City Hall located at 6101 Frisco Square Blvd., Frisco, Texas 75034 on August 30, 2011 at 2:05 PM CST.**

Write the competitive sealed proposal number, "1108-062", name of proposals, "RFP for Tourism Economic Impact and Tourism Product Development Recommendations", and the name of your organization on the outer envelope.

Proposals are to be submitted in accordance with the attached City specifications and the "General Conditions of Bidding" attached hereto. Each bidder is required to fill in every blank; failure to do so may be used as a basis for rejection of a proposals. The City reserves the right to reject any or all proposals, to waive formalities, or to proceed otherwise when in the best interest of the City.

## **SEE ATTACHED SPECIFICATIONS/PROPOSAL FORM**

The successful bidder may be required to execute a written contract.

### **GENERAL CONDITIONS OF BIDDING**

1. INSTRUCTIONS: These instructions apply to all bids/proposals and become a part of the terms and conditions of any bid/proposal submitted and any agreement entered into subsequent thereto, unless exception is taken in writing by bidder when submitting bid.

### **BIDDING**

2. FORM: Bidders must submit an original and two (2) copies, plus a CD or flash drive of the sealed proposal, to the Director of Administrative Services prior to response due date/time. Failure to submit the additional copies may result in the bid being declared unresponsive to specification and may not be further evaluated.
3. PRICING: Price(s) quoted must be held firm for a minimum of ninety (90) days from the date of bid closing. In the case of estimated requirement contract bid, the prices must remain firm for the period as specified in the bid. "Discount from list" bids are not acceptable unless specifically requested in the bid.
4. QUANTITIES: In the case of estimated requirements contract bid, quantities appearing are estimated as realistically as possible. However, the City reserves the right to increase, decrease or delete any item or items of material to be furnished while continuing to pay the price quoted on this bid regardless of quantity. The successful bidder shall have no claim against the City for anticipated profits for the quantities called for, diminished, or deleted.
5. ERROR-QUANTITY: Bids must be submitted on units of quantity specified, extended, and show total. In the event of discrepancies in extension, the unit prices shall govern.
6. F.O.B./DAMAGE: Quotations shall be bid F.O.B. delivered to the designated Municipal Facility, Frisco, Texas and shall include all delivery and packaging costs. The City assumes no liability for goods delivered in damaged or unacceptable condition. The successful bidder shall handle all claims with carriers, and in case of damaged goods, shall ship replacement goods immediately upon notification by the City.
7. DELIVERY PROMISE-PENALTIES: Bids MUST show the number of calendar days required to place the material in the possession of the City. Do not quote shipping dates. When delivery delay can be foreseen, the bidder shall give prior written notice to the City, who shall have the right, in its sole discretion, to extend the delivery date if reasons for delay appear acceptable. Default in promised delivery, without acceptable reasons, or failure to meet specifications, authorizes the City to purchase the goods elsewhere, and charge any increase in cost and handling to the defaulting bidder.

8. **BIDDER SHALL PROVIDE:** With this bid response, the bidder shall provide all documentation required. Failure to provide this information may result in rejection of bid.
9. **ALTERING/WITHDRAWAL OF BIDS:** Bids cannot be altered or amended after submission deadline. The signer of the bid, guaranteeing authenticity, must initial any interlineations alteration, or erasure made before opening time. No bid may be withdrawn after opening time without first submitting a written reason to the Director of Administrative Services and obtaining the Director of Administrative Services' approval.
10. **PRESENTATION OF BIDS:** No oral, telegraphic, telephonic, e-mailed, or facsimile bids will be considered at this time. All bids must be submitted in a sealed envelope.
11. **CORRESPONDENCE:** This bid number must appear on ALL correspondence, inquiries, bid submittal documents, etc. pertaining to this Invitation for Bid.
12. **ADDENDA:** Any interpretations, corrections or changes to this Invitation for Bid and specifications will be made by addenda. Sole issuing authority of addenda shall be vested in the City of Frisco Purchasing Division. An attempt will be made to mail, fax, or e-mail any addenda to all who are known to have received a copy of this Invitation for Bid. Bidders shall acknowledge receipt of all addenda in the designated area on the bid document. It is the responsibility of the bidder to ensure receipt of all addenda and to include the changes in this bid document.
13. **LATE BIDS:** Bids received by the City after submission deadline shall be returned unopened and will be considered void and unacceptable. The City is not responsible for lateness of mail, carrier, etc.
14. **BID OPENINGS:** All bids submitted will be read at the City's regularly scheduled bid opening for the designated project. However the reading of a bid at bid opening should not be construed as a comment on the responsiveness of such bid or as any indication that the City accepts such bid as responsive.

The City will make a determination as to the responsiveness of bids submitted based upon compliance with all applicable laws, City of Frisco Purchasing Guidelines, and project documents, including but not limited to the project specifications and contract documents. The City will notify the successful bidder upon award of the contract and according to state law; all bids received will be available for inspection at that time, unless otherwise provided by law.

15. **BID TABULATION:** Bidders desiring a copy of the bid tabulation may request it by enclosing a self-addressed stamped envelope with bid. BID RESULTS WILL NOT BE GIVEN BY TELEPHONE. You can also download a copy on our website, [www.friscotexas.gov](http://www.friscotexas.gov). If you have any questions, please contact the City of Frisco, Purchasing Division, at 972-292-5542.
16. **PROTESTS:** All protests regarding the bid solicitation process must be submitted in writing to the City within five (5) working days following the opening of bids. This

includes all protests relating to advertising of bid notices, deadlines, bid opening, and all other related procedures under the Local Government Code, as well as any protests relating to alleged improprieties or ambiguities in the specifications.

This limitation does not include protests relating to staff recommendations as to award of this bid. Protests relating to staff recommendations may be directed to the City Manager within in five (5) days of the staff recommendation memo. Unless otherwise provided by law, all staff recommendations will be made available for public review prior to consideration by the City Council.

17. **BID AWARD:** The City reserves the right to award a separate contract to separate bidders for each item/group or to award one contract for the entire bid. Unless stipulated in the attached bid specifications, the contract will be awarded to the lowest responsible bidder or to the bidder who provides the goods or services specified herein at the best value for the City in compliance with Texas Local Government Code, Section 252.043.
18. **CHANGE ORDERS:** No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract. All change orders to the contract will be made in writing by the City.

## **PERFORMANCE**

19. **MINIMUM STANDARDS FOR RESPONSIBLE PROSPECTIVE BIDDERS:** A prospective bidder must affirmatively demonstrate bidder's responsibility. A prospective bidder must meet the following requirements:
  - A. Have adequate financial resources or the ability to obtain such resources as required;
  - B. Be able to comply with the required or proposed delivery schedule;
  - C. Have a satisfactory record of performance;
  - D. Have a satisfactory record of integrity and ethics; and
  - E. Be otherwise qualified and eligible, as determined by the City, to receive an award.

The City may request representation and other information sufficient to determine bidder's ability to meet these minimum standards listed above.

20. **ASSIGNMENT:** The successful bidder shall not sell, assign, transfer or convey this contract in whole or in part, without the prior written consent of the City.
21. **SPECIFICATION-SAMPLES:** Any catalog, brand name, or manufacturer's reference used is considered to be descriptive, not restrictive, and is indicative of the type and quality the City desires to purchase. Bids on brands of like nature and quality may be considered unless specifically excluded. If bidding on other than reference, bid must certify article offered is equivalent to specifications and it is subject to approval by the using department and the Purchasing Division. Samples, if required, shall be furnished free of expense to the City. **SAMPLES SHOULD NOT BE ENCLOSED WITH BID UNLESS REQUESTED.**
22. **TESTING:** An agent so designated, by the City, without expense to the City, may perform testing at the request of the City or any participating entity.

- 23. PACKAGING: Unless otherwise indicated, items will be new, unused, and in first class condition in containers suitable for damage-free shipment and storage.
- 24. DELIVERY: Deliveries will be acceptable only during normal working hours at the designated City Municipal Facility. The place of delivery shall be set forth in the purchase order. The terms of this agreement are "no arrival, no sale".
- 25. TITLE AND RISK OF LOSS: The title and risk of loss of goods shall not pass to the City until the City actually receives and takes possession of the goods at the point(s) of delivery.
- 26. PATENT RIGHTS: The Bidder agrees to indemnify and hold the City harmless from any claim involving patent right infringement or copyrights on goods supplied.

### **PURCHASE ORDERS AND PAYMENT**

- 27. PURCHASE ORDERS: A purchase order(s) shall be generated by the City Director of Administrative Services to the successful bidder. The purchase order number must appear on all itemized invoices and packing slips. The City will not be held responsible for any work orders placed and/or performed without a valid current purchase order number. Payment will be made for all services rendered and accepted by the contract administrator for which a valid invoice has been received.
- 28. BID SECURITY/BOND REQUIREMENTS: If required, bid security shall be submitted with bids. Any bid submitted without bid bond, or cashiers/certified check, shall be considered non-responsive and will not be considered for award. Performance and/or payment bonds, when required, shall be submitted to the City, prior to commencement of any work pursuant to the agreement provisions.
- 29. FUNDING: The City is a home-rule municipal corporation operated and funded on an October 1 to September 30 basis, accordingly, the City reserves the right to terminate, without liability to the City, any contract for which funding is not available.
- 30. TAXES: The City is exempt from Federal Manufacturer's Excise, and State sales taxes. TAX MUST NOT BE INCLUDED IN BID PRICING. Tax exemption certificates will be executed by the City and furnished upon request by the Finance Division.
- 31. PAYMENT TERMS: Payment terms are Net 30 unless otherwise specified by the City in this document. Prompt payment discounts may be used by the City in determining the lowest responsible bidder.
- 32. INVOICES: Invoices must be submitted by the successful bidder in duplicate to the City of Frisco, Finance Division, 6101 Frisco Square Blvd., Frisco, Texas 75034.

### **CONTRACT**

- 33. CONTRACT PERIOD/RENEWAL OPTIONS: NA

34. **INTERLOCAL AGREEMENT:** Successful bidder agrees to extend prices to all entities that have entered into or will enter into joint purchasing Interlocal Cooperation Agreements with the City. The City is a participating member of the Collin County Governmental Purchasing Forum (the "Forum"). As such, the City has executed Interlocal Agreements, as permitted under Section 791.025 of the Texas Government Code with certain other governmental entities in Collin County authorizing participation in a cooperative purchasing program. The successful bidder may be asked to provide products/services, based upon bid price, to any other participant in the Forum.
35. **AUDIT:** The City reserves the right to audit the records and performance of successful bidder during the term of the contract and for three (3) years thereafter.
36. **SUCCESSFUL BIDDER SHALL:** Defend, indemnify and save harmless the City and all its officers, agents and employees and all entities, their officers, agents and employees who are participating in this contract from all suits, actions or other claims of any character, name and description brought for or on account of any injuries, including death, or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the successful bidder, or of any agent, officer, director, representative, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from bid award. Successful bidder shall pay any judgment with cost which may be obtained against the City and participating entities growing out of such injury or damages.
37. **TERMINATION FOR DEFAULT:** The City reserves the right to enforce the performance of this contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of this contract. The City reserves the right to terminate the contract immediately in the event the successful bidder fails to: (1) meet delivery schedules; or (2) otherwise performs in accordance with these specifications. Breach of contract or default authorizes the City to, among other things, award to another bidder, purchase elsewhere and charge the full increase in cost and handling to the defaulting successful bidder.
38. **ACCEPTABILITY:** All articles enumerated in the bid shall be subject to inspection by a City officer or employee designated for the purpose. If found inferior to the quality called for, or not equal in value to the specifications, deficient in workmanship or otherwise, this fact shall be certified to the Director of Administrative Services who shall have the right to reject the whole or any part of the same. Work determined to be contrary to specifications must be replaced by the bidder and at its expense. All disputes concerning quality of supplies utilized in the performance of this bid will be determined solely by the City Director of Administrative Services or designated representative.
39. **REMEDIES:** The successful bidder and the City agree that each party has all rights, duties, and remedies available as stated in the Uniform Commercial Code and any other available remedy, whether in law or equity.
40. **VENUE:** This contract will be governed and construed according to the laws of the State of Texas. This contract is performable in Collin County, Texas.

41. **SILENCE OF SPECIFICATION:** The apparent silence of these specifications as to any detail or to the apparent omission from it of a detailed description concerning any point shall be regarded as meaning that only the best commercial practices are to prevail. All interpretations of these specifications shall be made on the basis of this statement.
42. **NO PROHIBITED INTEREST:** The bidder acknowledges and represents they are aware of the laws and City Charter regarding conflicts of interest. The City Charter states in part that "No officer, whether elected or appointed, or any employee, whether full or part time, of the City shall have a substantial financial interest, direct or indirect, in any contract, other than employment contracts, with the City; or have a substantial financial interest, direct or indirect in the sale to the City of any land, materials, supplies or services....."
42. **FORCE MAJEURE:** If, by reason of Force Majeure, either party hereto shall be rendered unable wholly or in part to carry out its obligations under this contract, then such party shall give notice and full particulars of such Force Majeure in writing to the other party within a reasonable time after occurrence of the event or cause relied upon, and the obligation of the party giving such notice, so far as it is affected by such Force Majeure, shall be suspended during the continuance of the inability then claimed, except as hereinafter provided, but for no longer period, and such party shall endeavor to remove or overcome such inability with all reasonable dispatch. The term Force Majeure as employed herein, shall mean acts of God, strikes, lockouts, or other industrial disturbances, act of public enemy, orders of any kind of government of the United States or the State of Texas or any civil or military authority, insurrections, riots, epidemics, landslides, lightning, earthquake, fires, hurricanes, storms, floods, washouts, droughts, arrests, restraint of government and people, civil disturbances, explosions, breakage or accidents to machinery, pipelines, or canals, or other causes not reasonable within the control of the party claiming such inability. It is understood and agreed that the settlement of strikes and lockouts shall be entirely within the discretion of the party having the difficulty, and that the above requirement that any Force Majeure shall be remedied with all reasonable dispatch shall not require the settlement of strikes and lockouts by acceding to the demands of the opposing party or parties when such settlement is unfavorable in the judgment of the party having the difficulty.
43. **DISCLOSURE OF CERTAIN RELATIONSHIPS**  
Effective January 1, 2006, Chapter 176 of the Texas Local Government Code requires that any vendor or person considering doing business with a local government entity disclose in the Questionnaire Form CIQ, the vendor or person's affiliation or business relationship that might cause a conflict of interest with a local government entity. By law, this questionnaire must be filed with the records administrator of the City of Frisco not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code. A person commits an offense if the person violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor. Chapter 176 and the questionnaire may be found at [www.friscotexas.gov](http://www.friscotexas.gov). By submitting a response to this request, vendor represents that it is in compliance with the requirements of Chapter 176 of the Texas Local Government Code.



## CITY OF FRISCO CONTRACTOR INSURANCE REQUIREMENTS

Contractors providing good, materials and services for the City of Frisco shall, during the term of the contract with the City or any renewal or extension thereof, provide and maintain the types and amounts of insurance set forth herein. All insurance and certificate(s) of insurance shall contain the following provisions:

1. Name the City, its officers, agents, representatives, and employees as additional insureds as to all applicable coverage with the exception of workers compensation insurance.
2. Provide for at least thirty (30) days prior written notice to the City for cancellation, non-renewal, or material change of the insurance.
3. Provide for a waiver of subrogation against the City for injuries, including death, property damage, or any other loss to the extent the same is covered by the proceeds of insurance.

Insurance Company Qualification: All insurance companies providing the required insurance shall be authorized to transact business in Texas and rated at least "A" by AM Best or other equivalent rating service.

Certificate of insurance: A certificate of insurance evidencing the required insurance shall be submitted with the contractor's bid or response to proposal. If the contract is renewed or extended by the City a certificate of insurance shall also be provided to the City prior to the date the contract is renewed or extended.

### Type of Contract

### Type and amount of Insurance

#### Special Events

General Liability insurance for personal injury (including death) and property damage with a minimum of \$1 Million Dollars per occurrence and \$2 Million Dollars aggregate, including coverage for advertising injury and products coverage

Statutory Workers compensation insurance as required by state law

(If the contractor serves alcoholic beverages)  
Liquor Liability with a minimum of \$1 Million Dollars per Occurrence and \$2 Million Aggregate.

(If high risk or dangerous activities) Umbrella Coverage or Liability Excess Coverage of \$ 2 Million Dollars

(If automobile or limousine service is involved even if volunteers)  
Automobile Liability with a minimum of \$1 Million Dollars combined single limit.

#### Public Works and Construction

General Liability insurance for personal injury (including death) and property damage with a minimum of \$1 Million Dollars per occurrence and \$2 Million Dollars aggregate, including advertising injury, products coverage and (XCU) Explosion, collapse and underground (If high risk or dangerous activities) Umbrella Coverage or Excess Liability Coverage of \$2 Million Dollars Statutory Workers compensation insurance as required by state law

#### Professional Services

Professional Liability Insurance with a minimum of \$1 Million Dollars per occurrence and \$2 Million Dollars aggregate.

(If size or scope of project warrant)  
Umbrella Coverage or Excess Liability Coverage of \$2 Million Dollars

## Supplemental Information

Texas Government Code Section 2252.002 Non-resident bidders. A governmental entity may not award a governmental contract to a nonresident bidder unless the nonresident underbids the lowest bid submitted by a responsible resident bidder by an amount that is not less than the amount by which a resident bidder would be required to underbid the nonresident bidder to obtain a comparable contract in the state in which the nonresident's principal place of business is located.

In order to make this determination, please answer the following questions:

1. Address and phone number of your principal place of business:

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2. Name and address of principal place of business, and phone number of your company's majority owner:

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3. Name and address of principal place of business, and phone number of your company's ultimate parent company:

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### MINORITY/WOMAN-OWNED BUSINESS PARTICIPATION

It is the policy of the City of Frisco to involve small businesses and qualified minority/women-owned businesses to the greatest extent possible in the procurement of goods, equipment, services and construction projects. To assist us in our record keeping, please list below the names of the minority or woman-owned firms you would be utilizing in this bid, and note the monetary involvement:

NAME OF FIRM	TELEPHONE #	\$ INVOLVEMENT

**AFFIDAVIT OF NO PROHIBITED INTEREST**  
(Supplemental Information)

(I) (WE), the undersigned declare and affirm that no person or officer in (my) (our) firm, business, corporation, or board has or will have during the term of this contract a prohibited interest as that is defined in City Charter.

(I) (WE) further understand and acknowledge that the existence of a prohibited interest at any time during the term of this contract will render the contract voidable.

Name of Contractor: \_\_\_\_\_

Title of Officer: \_\_\_\_\_

Signature of Contractor: \_\_\_\_\_

Date: \_\_\_\_\_

**ACKNOWLEDGMENT**

STATE OF TEXAS           \*

\*

COUNTY OF COLLIN       \*

BEFORE ME, the undersigned authority, on this day personally appeared, a corporation, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same as the act and deed of \_\_\_\_\_, for the purposes and consideration therein expressed and in the capacity therein stated.

GIVEN under my hand and seal of office this the \_\_\_\_\_ day of \_\_\_\_\_,  
2011

\_\_\_\_\_  
Signature of Notary Public in and for the State of Texas

STAMP

## SUPPLEMENTAL INFORMATION

Please provide the following information for contract development.

Is your firm?

- |                        |                          |     |                          |    |
|------------------------|--------------------------|-----|--------------------------|----|
| 1. Sole Proprietorship | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| 2. Partnership         | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| 3. Corporation         | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |

If company is a sole proprietorship, list the owner's full legal name:

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If company is a partnership, list the partner's full legal name(s):

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If company is a corporation, list the full legal name as listed on the corporate charter:

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Is this firm a minority, or woman-owned business enterprise?

☐ NO    ☐ YES    If yes, specify (☐) MBE    (☐) WBE

Has this firm been certified as a minority/woman-owned business enterprise by any governmental agency?    ☐ NO    ☐ YES

If yes, specify governmental agency: \_\_\_\_\_

Date of certification: \_\_\_\_\_

For explanation please see Terms and Conditions Item #43

<b>CONFLICT OF INTEREST QUESTIONNAIRE</b>		<b>FORM CIQ</b>
<b>For vendor or other person doing business with local governmental entity</b>		
<p>This questionnaire is being filed in accordance with chapter 176 of the Local Government Code by a person doing business with the governmental entity.</p> <p>By law this questionnaire must be filed with the records administrator of the local government not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code.</p> <p>A person commits an offense if the person violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor.</p>		<b>OFFICE USE ONLY</b>
1	<b>Name of person doing business with local governmental entity.</b>	Date Received
2	<p><input type="checkbox"/> Check this box if you are filing an update to a previously filed questionnaire.</p> <p>(The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than September 1 of the year for which an activity described in Section 176.006(a), Local Government Code, is pending and not later than the 7th business day after the date the originally filed questionnaire becomes incomplete or inaccurate.)</p>	
3	<b>Name each employee or contractor of the local governmental entity who makes recommendations to a local government officer of the governmental entity with respect to expenditures of money AND describe the affiliation or business relationship.</b>	

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**Name each local government officer who appoints or employs local government officers of the governmental entity for which this questionnaire is filed AND describe the affiliation or business relationship.**

Adopted 11/02/2005

**CONFLICT OF INTEREST QUESTIONNAIRE****For vendor or other person doing business with local governmental entity**

- 5 Name of local government officer with whom filer has affiliation or business relationship. (Complete this section only if the answer to A, B, or C is YES.**

This section, item 5 including subparts A, B, C & D, must be completed for each officer with whom the filer has affiliation or other relationship. Attach additional pages to this Form CIQ as necessary.

- A. Is the local government officer named in this section receiving or likely to receive taxable income from the filer of the questionnaire? ☐ Yes ☐ No
- B. Is the filer of the questionnaire receiving or likely to receive taxable income from or at the direction of the local government officer named in this section AND the taxable income is not from the local governmental entity? ☐ Yes ☐ No
- C. Is the filer of this questionnaire affiliated with a corporation or other business entity that the local government officer serves as an officer or director, or holds an ownership of 10 percent or more? ☐ Yes ☐ No
- D. Describe each affiliation or business relationship.



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\_\_\_\_\_  
Signature of person doing business with the governmental entity

\_\_\_\_\_  
Date

Adopted 11/02/2005

**CITY OF FRISCO**



**PROGRESS IN MOTION**

**1108-062**

**REQUEST FOR PROPOSALS**

**TOURISM ECONOMIC IMPACT AND TOURISM  
PRODUCT DEVELOPMENT  
RECOMMENDATIONS**

Frisco Convention & Visitors Bureau  
Request for Proposals #1108-062  
For  
Tourism Economic Impact and Tourism Product Development Recommendations

I. **Frisco CVB Mission Statement**

The mission of the Frisco Convention & Visitors Bureau is to market Frisco as a year-round destination, generating awareness and positive economic impact.

II. **Purpose of RFP**

The City of Frisco, Texas/Convention & Visitors Bureau requests proposals from recognized consulting firms experienced with market research and the travel/hospitality industry to submit proposals to update market research and make recommendations on destination product development.

III. **City of Frisco/Frisco CVB Background**

Frisco is located 25 minutes north of downtown Dallas, and 25 minutes from both Love Field and DFW International Airport. The City has reached over 120,000 in population and is home to world class sports venues, over 8 million square feet of retail, and outstanding works of art on public display.

Frisco is currently approximately 48% built-out, with numerous projects under development consisting primarily of mixed-use projects and the expansion and addition of first class sporting venues. Tourism products include:

- Major retail outlets such as IKEA, Stonebriar Centre, The Centre at Preston Ridge and smaller but very well known offerings such as Sam Moon Trading Company and local downtown antique stores.
- Sports teams include FC Dallas/Pizza Hut Park, Frisco RoughRiders/Dr Pepper Ballpark and Dallas Stars corporate office/Texas Tornados/Texas Legends at Dr Pepper Arena. Additional offerings include Fieldhouse USA, a 144,000 square foot facility catering to basketball, volleyball and indoor soccer.
- Cultural offerings include the Frisco Heritage Museum, Frisco Discovery Center (Black Box Theatre and Sci-Tech Discovery Center) and the recent groundbreaking for the Museum of the American Railway, scheduled to open in 2012.

The CVB is a department of the City of Frisco with a current budget of \$1,232,500 with funding coming directly from Hotel/Motel tax collections. The CVB has a staff of seven. Primary markets targeted include sports, corporate, state and regional associations, religious and leisure. The Frisco CVB does not currently have an official visitor information center. Lobby space is used for brochures, but there are no extended hours or weekend hours. Hours are Monday thru Friday, 8:00am to 5:00pm. The City's tourism promotion website, <http://www.visitfrisco.com> , draws approximately 100,000 visits annually.

The hotel community is rapidly growing and currently comprised of:

- 2 full service hotels (Westin Stonebriar Resort, Embassy Suites & Frisco Conference Center) totaling 631 rooms
- 9 limited service properties (Sheraton, Hampton Inn & Suites, Holiday Inn Express Hotel & Suites, Comfort Suites, Holiday Inn, Wingate Inn, Hilton Garden Inn, Aloft, and Homewood Suites) totaling 965 rooms
- 1 hotel under construction with scheduled opening in Summer 2012 (Home2 Suites by Hilton) for an additional 100 rooms.

#### IV. **Scope of Services**

##### 1. Visitor Profiles and Economic Impact

Generate a visitor profile, estimate of visitor expenditures, visitor demographics and visitor economic impact in a manner to be recommended by Respondent. The project includes research design, data collection, input, analysis and reporting. A periodic reporting structure and final report (including text and graphics) of the findings will be required.

At a minimum, this portion of the research should determine visitor volume, demographic profile of visitors, length of stay, reason/purpose of trip, estimated economic impact and visitor expenditures, and provide a cross-tabulation of results for accurate market research information. It will be important that the final report (and accordingly the research structure) present data relative to the primary market segments of the Frisco CVB, including individual business travelers, meeting/conference (group) attendees, and leisure/consumer travelers.

The proposed research/reporting structure should also include a component for capturing data relative to the volume of travel for people staying with friends and relatives (VFR) in order to most accurately estimate total visitation to Frisco. A component should also be included for tracking non-overnight visitors (“day-trippers”).

##### 2. Image/Perception/Awareness Study

Determine the awareness, image, perceptions, travel planning process, information sources and planning times for potential visitors to (a) Frisco, as well as to (b) Dallas, and to (c) Texas. Data should be collected and presented to include information relative to leisure/consumer travelers, business travelers, and meeting/conference planners.

The manner of data collection may include focus groups, surveys, or other studies; as with Part One, this project includes comprehensive research design, data collection, input, analysis and reporting, the design/structure of which is to be recommended by Respondent. A periodic reporting structure and final report (including text and graphics) of the findings will be required.

### **3. Additional Recommendations**

Respondents are asked to assist in identifying potential “new attraction” types to Frisco that would complement the existing venues. The objectives would include increasing the overall visibility and recognition of Frisco as a leisure destination, and stimulating hotel room night and meetings/convention bookings. The responding consulting firms should also include any additional services necessary to meet the objectives of the Bureau.

#### **V. Required Proposal Content**

All proposals should include the following elements:

- Complete description of the approach to be taken by consulting team to each part of the project.
- Name, address and telephone number of lead firm submitting the proposal.
- Detailed information on qualifications and past experience of the firm and individuals who will participate and be the point persons to the City of Frisco.
- Fees broken down by scope of services; this cost should include an estimate of all expenses including travel.
- Proposed timeline for the project and proposed completion date.
- Names, addresses and contact information for at least 3 references, in particular references within the industry where similar services have been executed.

#### **Additional Direction to be included in proposal**

In 2008, the CVB contracted to conduct a benchmark study for Tourism Economic Impact which included all of the elements in this request for proposals. The bidding firms are asked to make recommendations on how those results will be measured with an updated 2012 study. We are open to new ideas and approaches, but desire an approach that is comparable in scope with our earlier research and which can address and explain any significant differences that may emerge in the finding. The 2008 study findings are attached on page 23 of this document, and also available on the City of Frisco website, at <http://www.friscotexas.gov/departments/administrativeservices/purchasing/bids/Pages/CurrentBids.aspx>.

#### **VI. Selection Process/Criteria**

Proposals will be evaluated by members of the Frisco CVB staff, the Frisco CVB Board of Directors, and ultimately through the City of Frisco for final approval. The following criteria will be used in the evaluation, listed in order of importance:

1. *Prior experience or knowledge of respondent concerning the particular field. The breadth and depth of the firm's experience in conducting similar market research and evaluation programs, as well as the customer satisfaction resulting from these programs.*

2. *Qualifications of the team, with respect to both firms and individuals assigned to work on this program, including documented performance in similar projects.*
3. *The quality and clarity of the proposal, which will be considered a reflection of the team's ability to communicate its findings and conclusions to members of the public and fellow professionals.*
4. *The cost-effectiveness of the proposal and the ability of the respondent to focus the research in a way that will maximize the funds allocated for this program. While pricing may not be a primary means of evaluating proposals received, as a city agency funded by taxpayer dollars, the CVB must consider pricing as a key aspect of any proposals considered.*
5. *The ability of the firm to provide a detailed explanation of how the benchmark study will be included or incorporated into the new findings.*

PLEASE DOUBLE CLICK BELOW TO VIEW THE 2008 STUDY



# **2008 Visitor Industry Research**

## **Frisco, Texas CVB**

**Research Prepared for the  
Frisco, Texas Convention & Visitors Bureau**

(Document also available and downloadable from  
<http://www.friscotexas.gov/departments/administrativeservices/purchasing/bids/Pages/CurrentBids.aspx> )

**BIDDER REMINDER LIST:**  
**REQUESTED DOCUMENTATION INCLUDED?**  
**ORIGINAL AND TWO (2) COPIES INCLUDED?**  
**CD OR FLASH DRIVE INCLUDED?**  
**COMPLETED COMPANY PROFILE/REFERENCES?**  
**COMPLETED SIGNATURE?**





## CITY OF FRISCO PURCHASING DIVISION

### SIGNATURE FORM

# 1108-062

#### Tourism Economic Impact and Tourism Product Development Recommendations

The undersigned certifies that the bid prices contained in this bid have been carefully reviewed and are submitted as correct and final. Bidder further certifies and agrees to furnish any and/or all product/service upon which prices are extended at the price offered, and upon the conditions in the specifications of the Invitation for Bid.

I hereby certify that the foregoing bid has not been prepared in collusion with any other bidder or other person or persons engaged in the same line of business prior to the official opening of this bid. Further, I certify that the bidder is not now, nor has been for the past six (6) months, directly or indirectly concerned in any pool or agreement or combination to control the price of product/service bid on, or to influence any person or persons to bid or not to bid thereon."

Name of Bidder: \_\_\_\_\_

Address of Bidder: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

By: \_\_\_\_\_ (print name) Cash Discount Terms: \_\_\_\_\_

Title: \_\_\_\_\_ Federal ID #/SSN #: \_\_\_\_\_

Signature: \_\_\_\_\_

Acknowledgement of Addenda: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ #4 \_\_\_\_\_ #5 \_\_\_\_\_